"A STUDY OF MARKETING OF SELECTED ELECTRONIC GOODS IN LATUR CITY"

A Ph.D. Synopsis
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Introduction

The marketing concept was born out of the awareness that marketing starts with the determination of consumer wants & ends with the satisfaction of those wants. Marketing is usually understood as selling or distribution. Marketing is a comprehensive term & it includes all resources & economic activities necessary to direct the flow of goods & services from producer to the consumer. Not only does marketing deal with goods & services but it also focuses on ideas, issues, concepts & principles.

In order to understand the core concepts of marketing it is necessary to refer to the definition of marketing by Philip Kotler "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others."

The concept puts the consumer both at the beginning & at the end of the business cycle. It stipulates that any business should be organized around the marketing function, anticipating, stimulating & meeting customers requirements. The marketing concept represents a radically new approach to business & is the most advanced of all ideas on marketing that have emerged through the years. Only the marketing concept is capable of keeping the organization free from 'marketing myopia'. All other ideas guiding marketing i.e. the exchange concept, the production concept, the product concept & the sales concept give rise to marketing myopia of one form or the other.

The importance of marketing such as exchange of commodities, marketing helps in receiving and maintaining standard of living of community, for creating employment, it acts as source of new ideas and it helps economic development.

Statement of Problem

The subject of my research study is "A study of marketing of selected Electronic goods with special reference to Latur city." Latur is a growing city. There are various showrooms & shops of electronic products in Latur. Now in Latur marketing & selling is a complex activity because a marketer has to coordinate & manage several things before reaching the target market. Various changes occur in consumer habits, tastes & now electronic goods have become common and consumer products of daily use. Therefore, the present study aims at ascertaining market trends, strategy, and channels of distribution of electronic goods in Latur, Brands available for selling & how the economic factor is affected on selling. This study will also throw light on the consumer purchase behaviour & preference over the various brands they use. Major Electronic shops in Latur are listed below:

Distributers of Electronic Goods in Latur

Sr No.	Name of the Distributer of Electronic Goods in Latur	Category of Goods (Single / Multi)	Brand Name	Address
1	Shantai Distributer	Single Brand	LG	Shivaji Chowk, Latur.
2	Tushar Electronics	Multi Brand	LG, Sony	Shivaji Chowk, Latur.
3	Viresh Agencies	Multi Brand	Goodrej, whirpool, Onida etc.	Tilak Nagar, Gandhi Chowk, Latutr.
4	Vrandavan Agencies	Multi Brand	Videocon	Shahu Chowk, Latur.

Dealers of Electronic Goods in Latur

Sr No.	Name of the dealers of Electronic Goods in Latur	Category of Goods (Single / Multi)	Brand Name	Address
1.	KarvaElectronic	Single	Panasonic	Shivaji Chowk, Latur
2.	Amay Electronic	Multi	Samsung & Sony	Shivaji Chowk, Latur
3.	Sony Electronic	Single	Sony	Ausa Road Latur
4.	Dhoot Enterprise	Single	Blue star	Ausa Road Latur
5.	DMR Electronic	Multi	Sony, LG	Ambejogai Road Latur
6.	A1 Electronic	Single	LG	Shivaji Chowk, Latur
7.	Tirupati Infoje	Single	Philips	Gandhi Chowk Latur
8.	Manoja Electronics	Multi	Videocon, Samsui	Gandhi Chowk Latur
9.	Maniyar Electronics	Single	IGO	Gandhi Chowk Latur

Mobile dealers in Latur

Sr no.	Name of Shop	Category (Single/Multi)	Address
1.	Balaji Telecom	Multi	Tapdiya Market Latur.
2.	Ganesh General Store	Multi	Hanuman Chowk Latur
3.	Next Showroom	Multi	Hanuman Chowk Latur
4.	Maruti Bazzar	Single	Lokand Gali Latur
5.	Yash Mobile Shoppy	Multi	Chandra Nagar Latur.

Objectives of study

- To study socio-economic background of consumers from Latur city.
- To understand the market of electronic goods in Latur.
- To study the buying habits of the buyers.
- To know the growing trends in varieties & brands of electronic goods.
- To ascertain the impact of the Branded or qualitative goods on consumers.
- To study the distribution channel of electronic goods in Latur.
- To study the impact of socio-cultural environment on the buying pattern of consumers.
- To find out proportionate percentage of income expended on electronic products.

Hypothesis of the study

- Volume of home appliances sale is more than utility appliances.
- Marketing of Electronic products is increasing every year.
- Consumer aptitude is more in favour of branded products.
- Marketing is the factor influencing buyer behavior and buying motives for electronic products.

Research Methodology& Data Collection

Research is a systematic, objective & exhaustive search for & study of the facts relevant to any problem in the field of marketing. Primary data are those which will be collected for the first time & original in character. The secondary data are those which are already collected by someone for some purpose & are available for the present study.

To know the market & sales of electronic goods in Latur, primary & secondary data will be used. The primary data will be based on convenient sampling method. The sample survey of 250 respondents which will includes Sellers, showroom owners, consumers etc. Questionnaire & observation method will be used.

The secondary data will be based on relevant journals, books, periodicals, and websites & from other relevant material. The list of selected electronic goods covered will be Refrigerators, Televisions, Washing Machine, Coolers, Micro-wave Oven, Computer, Mobile etc.

Scope of the Study

Geographical Scope

The Study will be carried out in Latur city which is a growing city in Marathwada region of Maharashtra state. Therefore geographical scope of study limited to Latur city. The study will be conducted in different areas of Latur especially Ausa Road, Shivaji Chowk', Barshi Road, Ganj Golai, Renapur Naka etc.

Periodical Scope:

Periodical scope for this research will be 5 years from 2009 to 2014. If necessary, past references will be used.

Operational Scope:

The research covers different kinds of selected electronic goods. Various brands preferences, their marketing & sales, distribution channels etc. will be studied. In research study I will consider the showrooms, shops owners, agents, retailers, distributors, consumers of Latur city.

Chapter scheme

1. Introduction.
2. Research Methodology.
3. Marketing of Electronic Goods in India
4. Marketing of Electronic Goods in Latur
5. Distribution Channels of Electronic Products
6. Consumer Behaviour & Preferences of Electronic Goods In Latur.
7. Determination of Economic Factors affecting to the Market.
8. Conclusion and Suggestions.

The above chapter scheme is tentative. Depending on the actual research work it may change in the course of the study.

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Research Guide